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AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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RECORD APRIL

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped over 4.1 million units in April, establishing a new record for the month, reports the Association of Home Appliance Manufacturers (AHAM).

The record April shipments, the third-largest monthly shipment on record, increased by 10.2% over the previous April record set last year.

The Association issued a further statement concerning these latest statistics. Comparison of April figures to one year earlier are skewed downward somewhat because shipments during the first three days of April were counted by some companies as first-quarter business activity. This deflated April's figures to an unknown degree.

All products except food preservation equipment, which was down 3.1%, contributed to the excellent April, with several showing particular strength.

The continued popularity of microwave ovens (1.1 million units) accounted for half of April's shipment gain. While microwave oven shipments were up 21.8% over the same period one year earlier, their explosive growth is not expected to continue. According to industry estimates, the percentage of U.S. households owning a microwave oven is approaching two-thirds and will increase to nearly three-fourths by year-end.

(MORE)

Home comfort equipment accounted for nearly 30% of April's shipment gain. Compared to the previous April, total shipments of room air conditioners (542,400 units) and dehumidifiers (125,200 units) increased by 20.2%.

Two kitchen cleanup products also made significant monthly gains. Disposers (351,600 units) were up 17%, and compactors (17,300 units), up 15.3%. Dishwasher shipments, however, were flat compared to last year.

Year-to-date shipments (15.7 million units) increased by 12.2%, surpassing the same period last year -- the industry's record year -- by over 1.7 million units.

Year-to-date figures are exceeding industry expectations for 1987 shipments, which, according to the latest industry forecast, are expected to show a fractional increase over the 1986 record of 45.1 million units.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
April, 1987

	APRIL			CALENDAR YEAR TO DATE		
	1987	1986	% Change	1987	1986	% Change
ALL MAJOR APPLIANCES*	4,138.7	3,756.7	10.2%	15,741.4	14,024.5	12.2%
COOKING - TOTAL	1,338.6	1,129.6	18.5%	5,166.1	4,706.8	9.8%
ELECTRIC RANGES - TOTAL	281.2	265.6	5.9%	1,068.8	1,025.9	4.1%
Free Standing	228.4	218.2	4.7%	876.7	838.8	4.5%
Built-In	52.8	47.4	11.4%	212.1	187.1	13.4%
MICROWAVE OVENS/RANGES**	1,071.1	879.3	21.8%	4,133.4	3,740.7	10.5%
HOME LAUNDRY - TOTAL	798.5	771.5	3.5%	3,453.8	3,066.7	12.6%
AUTOMATIC WASHERS	460.8	446.2	3.3%	1,924.9	1,742.4	10.5%
DRYERS - TOTAL	337.7	325.4	3.8%	1,528.9	1,324.3	15.4%
Electric	264.2	257.3	2.7%	1,191.1	1,036.5	14.9%
Gas	73.5	68.1	7.9%	337.8	287.8	17.4%
KITCHEN CLEAN UP - TOTAL	705.9	652.2	8.2%	2,957.8	2,665.1	11.0%
DISPOSERS	351.6	300.5	17.0%	1,533.0	1,370.5	11.9%
DISHWASHERS - TOTAL	337.0	336.7	0.1%	1,348.0	1,237.7	8.9%
Built-In	318.4	319.7	-0.4%	1,263.5	1,159.2	9.0%
Portable	18.6	17.0	9.4%	84.4	78.5	7.5%
COMPACTORS	17.3	15.0	15.3%	76.8	56.8	35.2%
FOOD PRESERVATION - TOTAL	628.1	648.1	-3.1%	2,351.6	2,170.0	8.4%
REFRIGERATORS	531.3	549.4	-3.3%	1,983.2	1,823.9	8.7%
FREEZERS - TOTAL	96.8	98.7	-1.9%	368.4	346.1	6.4%
Chest	51.2	53.2	-3.8%	202.5	186.6	8.5%
Upright	45.6	45.5	0.2%	165.9	159.5	4.0%
HOME COMFORT - TOTAL	667.6	555.3	20.2%	1,812.2	1,415.9	28.0%
ROOM AIR CONDITIONERS	542.4	456.3	18.9%	1,508.8	1,185.3	27.3%
DEHUMIDIFIERS	125.2	98.9	26.6%	303.4	230.6	31.6%
GAS RANGES***	157.2	146.5	7.3%	681.2	611.1	11.5%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.